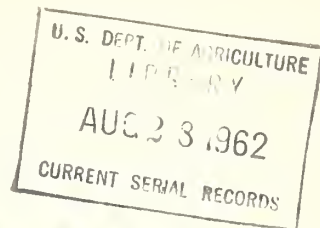


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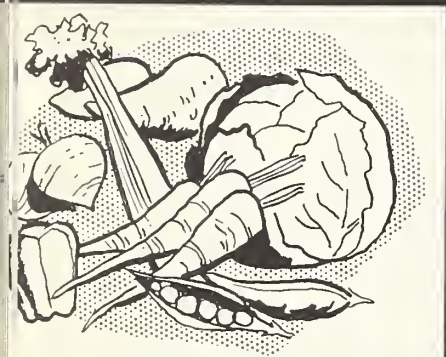
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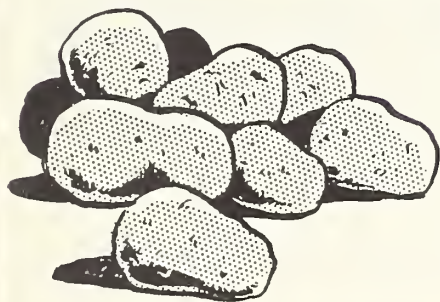


1963

Acreage Marketing Guides



Winter Vegetables



Winter Potatoes

AMG-27

August 1962

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service • Washington, D. C.

F O R E W O R D

The acreage-marketing guides program is designed to help growers in appraising the markets for their commodities and developing a realistic planting and production schedule. The guides provide the latest information available concerning the market potential for potatoes and each major commercial vegetable crop and the acreage needed to produce a supply in balance with market requirements.

The guides are prepared by specialists who follow the markets for the different commodities closely throughout the year. They analyse the variations of the market, check production and market opportunities, interpret the past seasons and their meaning for the coming one. All factors affecting the supply and demand for vegetables are given full consideration.

On the basis of this continuous study of the market, specific acreage recommendations are prepared for each vegetable. These recommendations are the best possible estimates of the acreage needed to provide adequate supplies - enough to satisfy consumers' needs but not so much that prices get depressed.

The guide for each commodity is presented in terms of a percentage change in acreage from the preceding year's acreage. Each grower then can apply this percentage change to his own operation and obtain his individual guide. The recommendations are reviewed before publication by representatives of various agencies in the Department with particular interest in the vegetable industry.

The fundamental concept behind the guides program is that, given the latest information available, the grower will make intelligent decisions for his and the industry's best interest. When growers have kept acreage within the levels recommended by the Department, few marketing difficulties have been encountered.

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1963 Acreage Marketing Guides
Winter Vegetables and Winter Potatoes

The basic objective of acreage-marketing guides is to bring about a needed change in planted acreage from that of the preceding year so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has a bearing upon the ultimate market for a given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreages in accordance with the individual commodity guide. For example, when it is recommended that the 1963 acreage of carrots be reduced 10 percent from the acreage planted in 1962, every grower of winter season carrots should reduce his plantings by 10 percent.

The recommended acreage adjustments necessarily assume normal weather conditions, usual planting schedules, and normal marketing patterns by commodities. The recommendations also assume average yields in recent years will be obtained. With these conditions, production from the guide acreages would provide adequate supplies for all normal outlets under prospective demand conditions.

I. 1962 GENERAL REVIEW AND RECOMMENDATIONS FOR 1963

Winter Vegetables: Prospects for producing and marketing 1962 winter vegetables looked reasonably promising as the season got underway. Planting proceeded on schedule and the weather was favorable in all areas except Florida where lack of rainfall required heavy irrigation. Acreages of several major vegetables, plagued during recent years by excessive production and low prices, had been reduced significantly. Plantings of celery, lettuce, and tomatoes were a tenth below 1961 and pepper acreage was down 15 percent. A close balance between supplies and market requirements for these items was anticipated. The market outlook also was favorable for all other vegetables except cabbage and carrots. The acreage of cabbage was 5 percent smaller than in 1961 but still considerably larger than necessary. Carrot plantings were a fourth above the modest level of 1961. Markets for both commodities were under pressure as harvest started and it appeared certain that supplies would be excessive throughout the season.

But beginning in late December production prospects began to deteriorate. In Florida, vegetable crops were hit by recurring frosts which disrupted harvest schedules. The continued drought added to the production problems, affecting size and quality. Texas crops were heavily damaged by a sharp freeze in mid-January. Many tender vegetables suffered nearly complete losses, although salvage operations furnished limited supplies for a few weeks. But growers benefitted from the elimination of the potential surplus of carrots. After the freeze, remaining carrot supplies were light and prices were relatively high. Even the usually more favored winter producing areas in California and Arizona had weather problems. Rainfall in the coastal areas was relatively heavy and temperatures in all areas were below normal.

The widespread crop damage resulted in a general shortage of winter vegetables. Supplies were particularly light from mid-January through February. Although shipments increased slowly as the winter season drew to a close, most fresh vegetable supplies continued below normal through the spring months. In total, winter production in 1962 was 5 percent less than in 1961 but about 26 percent above the 1947-49 average.

Producers fortunate enough to escape extensive losses were able to sell their produce at high prices. The index of prices received for winter vegetables was 37 percent higher than in 1961 and 23 percent above the 1947-49 base. Gross returns totaled 168 million dollars compared with 122 million a year earlier.

The aggregate acreage guide for the 15 winter vegetables in 1963 is a planted acreage 4 percent less than in 1962. The recommended acreages should result in a total 1963 production equal to that in 1962. Although no change in total output is recommended, there would be a better balance between commodities. Suggested reductions in the 1963 lettuce, pepper and tomato crops would be offset by significant increases in most other vegetables.

Potatoes: Winter potato production in 1962 totaled 4.4 million hundredweight, 12 percent less than in 1961 and 10 percent below the 1956-60 average. The reduction from a year earlier was due to lower yields in California and a sharp reduction in acreage in Florida.

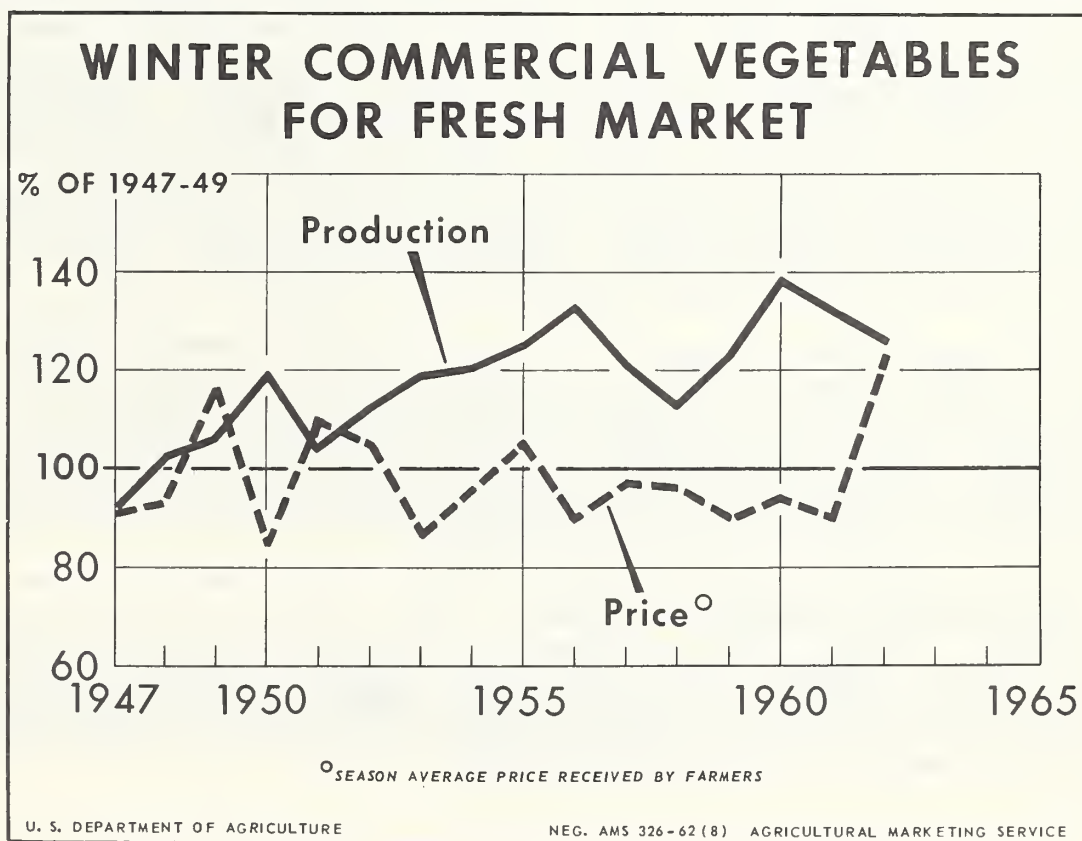
Prices received by California growers were lower than in 1961, even though the crop was 17 percent smaller. The less favorable market situation reflected stronger competition from heavy storage stocks in the western states. On January 1, 1962 holdings of fall crop potatoes in Idaho, Washington, Oregon and California totaled 42 million hundredweight compared with 31 million in 1961. Producers in Florida also were faced with burdensome storage supplies in competing areas. However, the very low level of production plus a particular demand for the Florida winter red potato crop resulted in prices averaging slightly above a year earlier.

Preliminary data indicate that the acreage of 1962 fall potatoes is 5 percent less than in 1961 and with average yields, fall production will be smaller. However, huge quantities of 1961 late summer-fall potatoes were diverted to secondary outlets. It is possible that stocks in 1963 again will be heavy and preclude a significant increase in market outlets for winter potatoes.

The guides recommend a 1963 winter crop acreage equal to 1962. Such an acreage, with average yields by states, would result in a winter production 4 percent less than in 1962.

Specific acreage recommendations for 1963 winter vegetables are as follows:

Commodity	: Percentage change in 1963 planted : acreage compared with 1962 (percent)
Snap Beans	No change
Beets	No change
Broccoli	Minus 10
Cabbage	Florida: No change All other states: Minus 20
Carrots	Minus 10
Cauliflower	No change
Celery	No change
Corn, Sweet	Plus 10
Cucumbers	Plus 10
Escarole	Minus 5
Kale	No change
Lettuce	No change
Green Peppers	Plus 10
Spinach	Plus 10
Tomatoes	No change
Potatoes	No change



II. DEMAND FOR WINTER VEGETABLES IN 1963

Increases in business investment, consumer buying and Government expenditures may be somewhat slower in the next 6 to 9 months than in the past year. Most economic indicators have exhibited relatively small gains in recent months, but output, employment, income and consumer buying are running well above last year. Indicated increases in demand by businessmen, consumers and the Government will likely lead to a higher level of economic activity in the winter of 1962-63 than a year earlier. These coupled with a growing population are expected to result in a continued high level of demand for vegetables in the winter months of 1962-63. Although the general economic climate will be favorable, prices for particular vegetables will depend largely on the volume and quality of production and timeliness of harvest.

General Demand Conditions: Consumer incomes this year are running about 7 percent above 1961 and food purchases are up about 4-1/2 percent. Total retail sales so far this year are nearly 8 percent above a year earlier although there was some easing at mid-year in sales of autos and home goods. Auto sales so far in 1962 are up about a sixth from 1961 and present indications point to sales second only to the record 1955 sales. Consumer expenditures are expected to continue high in 1962, although the gains over a year earlier may narrow.

Business capital outlays rose again in the second quarter of 1962 to a level approximately one-tenth above a year earlier. Capital outlays as a whole for 1962 are scheduled at 8 percent above 1961 and planned investment by business indicates further increases during the last half of this year. Construction activity picked up rapidly in recent months, following declines during the relatively hard winter months. Housing starts in May were at an annual rate of about 1.6 million units, 23 percent above May, 1961. The recent rapid up-trend in housing is not expected to continue. But with rising incomes and relatively favorable mortgage terms, construction activity will likely be maintained at a high rate in 1962 and total well above 1961.

Government expenditures for goods and services also are expected to rise further through the winter of 1962-63. The Federal budget for fiscal 1962-63 points to outlays for goods and services nearly \$6 billion larger than in the previous year. Most of the scheduled increase is for National Security, International Programs and Space requirements. Outlays by State and local Governments will also continue to increase as demands increase for new public facilities and services for a growing population.

III. FOREIGN WINTER VEGETABLE PROSPECTS

Exports: Winter vegetable exports during 1961-62 season (November-April) increased 2.6 percent over the 1960-61 season. Tomato exports accounted for the bulk of this increase with most of it moving to Canada, the United States' major foreign market for horticultural items.

Shipments of celery and carrots were made this past season to the United Kingdom and indicate promise of further interest on the part of the English in U. S. hardy winter vegetables. Exports of celery increased from 1,140 hundredweight in the 1960-61 period to 6,168 hundredweight this past season even though there was a smaller U. S. crop in the latter period and prices were higher. Carrot exports amounted to 31,365 hundredweight during the 1961-62 winter season. There is a potential market for hardy winter vegetables in northern Europe.

The strong demand in Canada for winter vegetables is expected to continue. However, the devaluation of the Canadian dollar (to 92.5 cents U. S.) will increase the cost of importing vegetables from the United States. Also, on June 25, 1962 the Canadian government imposed a surcharge on imports of a number of items. The following fresh vegetables are exempt from the surcharge because they have seasonal duties: cantaloupes, muskmelons, asparagus, green beans, beets, brussels sprouts, cabbage, carrots, cauliflower, celery, corn cucumbers, lettuce, onions, parsnips, green peas, peppers, rhubarb and tomatoes. The following vegetable items have a fixed duty and they are subject to a surcharge of 5 percent ad valorem: potatoes, sweet and Irish, dried potatoes, onion sets, fresh mushrooms, artichokes, eggplant, horseradish, okra, parsley, spinach, watercress, witloof, vegetables n.o.p. canned vegetables, frozen vegetables, dried vegetables, pickled/preserved vegetables, vegetable juices, puree and paste, and melons n.o.p. The surcharge on dried mushrooms is 15 percent ad valorem.

The surcharge is applied on the same basis as the Canadian ad valorem duties. The devaluation of the Canadian dollar and the surcharge may cause a decline in the volume of shipments to Canada in the winter of 1963.

Imports: Mexican tomato acreage was down in 1961-62 approximately 50 percent from the large acreage the previous year. However, imports from Mexico increased due to a favorable price level in the United States. Pole tomato acreage continued to expand which increased the Mexican production and marketing potential.

There was an increase in imports of 8 percent for the 6 major winter vegetables, including melons. Total imports of these commodities in 1961-62 amounted to 3.4 million hundredweight compared to 3.2 million hundredweight last season. The increase was shared by all vegetables except watermelons and eggplant. Tomato, cantaloup, and cucumber imports registered the largest gains.

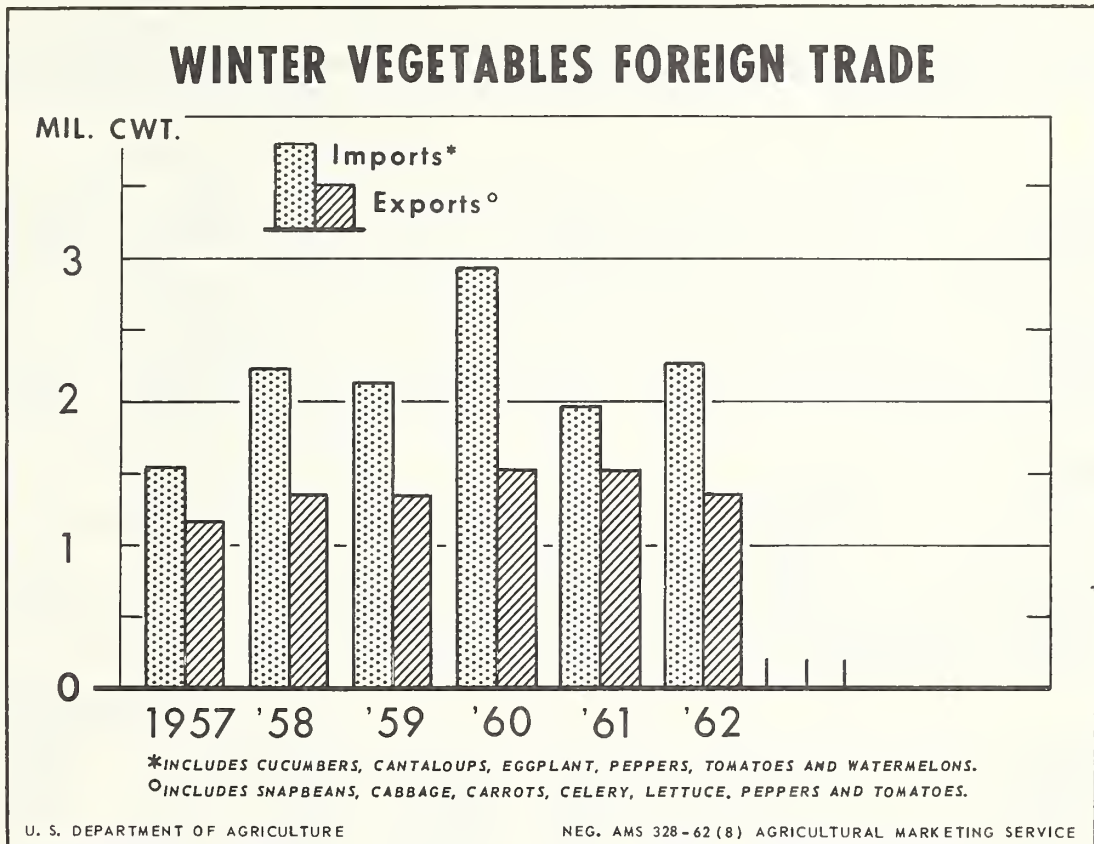
Cuba, which once was a major source of winter vegetable imports, has declined in importance over the last couple of years. An embargo was imposed last year which has effectively stopped all remaining Cuban imports. Several Caribbean countries have sought to replace Cuba as a supplier of winter vegetables to the U. S. Tomato imports from the Caribbean area declined, but there was a sharp increase in cucumbers.

Winter vegetable production was profitable in Mexico last season. Thus it is likely that acreage of most items will increase this season. Cucumber imports from the Caribbean area may continue the upward trend, but tomato imports are not expected to be large this season.

WINTER VEGETABLES: Exports from the United States by months, 1961-62

Commodity	1961		1962				Total 6 months	
	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	1961-62	1960-61
- - - - - 1,000 cwt. - - - - -								
Lettuce	141.8	155.7	151.8	148.7	159.9	215.2	973.1	950.6
Celery	60.1	130.1	103.9	83.1	86.0	103.5	566.7	622.6
Carrots	17.4	32.1	32.1	49.9	132.9	191.3	455.7	431.6
Cabbage	9.8	45.0	72.7	89.0	89.7	139.2	445.4	468.8
Peppers	12.2	9.2	10.2	7.5	10.5	11.8	61.4	49.7
Tomatoes	91.4	88.4	49.3	24.9	38.6	31.4	324.0	233.2
Beans, Green	12.1	14.5	12.0	12.6	19.3	16.6	87.1	83.7

Compiled from records of the Census Bureau.



Imports of vegetables into the United States during the winter months regularly exceed the quantity exported. Several Caribbean countries ship substantial quantities of tender crops to this country. But Mexico dominates among foreign sources of our winter supplies. Up until this past season, Cuba ranked high among our foreign sources of winter vegetables. However an embargo imposed last year has virtually stopped Cuban imports. Canada continues to take a very high percentage of our winter vegetable exports.

Winter Vegetables: Imports into the United States by Months, 1961-62

Commodity and : Country of Origin:	1961 Nov.: Dec. :		1962 Jan. : Feb. :		1962 Mar. : Apr. :		:Total 6 months 1961-62:1960-61	
	----- 1,000 cwt. -----							
<u>Peppers</u>								
Mexico	1.1	11.2	46.6	37.9	31.9	28.4	157.1	154.2
Dom. Rep.	--	.1	.1	.7	.5	.3	1.7	1.9
<u>Eggplant</u>								
Mexico	.5	.9	2.2	4.0	5.8	3.7	17.1	18.9
Haiti	--	--	--	.3	2.4	2.2	4.9	--
<u>Tomatoes</u>								
Canada	10.5	.4	--	.7	.3	.4	12.3	.8
Mexico	15.8	49.2	441.5	466.6	486.9	563.8	2,023.8	1,708.2
Dom. Rep.	2.8	1.8	1.7	.3	--	.1	6.7	14.9
Bahamas	2.5	--	.1	--	--	.8	3.4	107.7
Guatemala	--	.3	.7	--	--	--	1.0	3.7
Leeward & Windward Island	--	--	.3	.1	1.0	.3	1.7	--
<u>Cucumbers</u>								
Mexico	3.0	12.7	23.6	44.4	47.8	14.5	146.0	120.4
Bahamas	--	1.4	99.5	166.2	48.6	5.4	321.1	215.9
Honduras	--	--	5.0	2.8	--	--	7.8	2.5
Guatemala	--	--	--	9.0	16.4	3.0	28.4	--
Haiti	--	--	--	15.8	29.6	13.8	59.2	--
<u>Cantaloups</u>								
Mexico	3.3	--	13.9	18.8	108.7	336.3	481.0	441.3
<u>Watermelons</u>								
Mexico	--	--	5.9	20.8	61.6	83.7	172.0	227.4
Cuba	--	--	--	.3	--	--	.3	1.1

Compiled from records of the Census Bureau.

IV. PROCESSED VEGETABLES

Canned: In the winter of 1962, aggregate supplies of the major canned vegetables were moderately larger than in 1961. All commodities except carrots and green peas showed an increase. The general shortage of fresh vegetables, together with moderate prices for the canned items, stimulated a heavy movement during the winter season. The utilization of canned vegetables continued

at a high rate during the spring of 1962. However, the carryover into the 1962 packing season was relatively large. Currently available data indicate that total supplies of canned vegetables available during the winter of 1963 will be even larger than in 1962. Peas and beets are expected to be about in balance with market demand. But supplies of most other commodities probably will exceed requirements.

Frozen: Supplies of frozen vegetables were at record levels during the winter months of 1962. Although low prices for frozen vegetables and reduced fresh supplies favored a high rate of shipments during the 1962 winter and through the spring, the supply on hand at the end of the marketing season was heavy. Plantings of vegetables for freezing in 1962 are down slightly from 1961 and, with average yields, production will be smaller. But in most instances, large carryover stocks will more than offset the effect of pack reductions. Total frozen supplies available in the winter of 1963 are likely to be record large and considerably in excess of needs. Highly competitive market conditions are expected.

SUPPLY AND MOVEMENT OF SELECTED CANNED AND FROZEN
VEGETABLES, WINTER SEASON, 1960-61-62

Commodity	:	Total Supply January 1			:	Disappearance Jan. 1 - Mar. 31						
	:	1960	:	1961	:	1962	:	1960	:	1961	:	1962
(Million cases basis 24/303's)												
<u>Canned Vegetables</u>	1/											
Lima Beans	2/	2.5	2/	2.7		3.5	3/	.8	3/	.7		3/ 1.0
Snap Beans		21.6		21.5		27.0		9.4		9.6		10.3
Beets		7.7		6.4		7.3	3/	2.5	3/	2.7		3/ 3.1
Carrots		2.7		3.7		3.2	3/	1.1	3/	1.1		3/ 1.5
Corn, Sweet		29.5		25.4		29.1		12.0		10.2		12.1
Peas, Green		24.6		20.3		18.7		9.5		8.4		8.1
Spinach		3.4		3.6		4.0	4/	1.9	4/	1.4		4/ 1.7
Tomatoes		21.2		20.0		21.8		8.4		6.7		7.8
<u>Frozen Vegetables</u>												

1/ Total supply includes canners' and distributors' stocks.

2/ Estimate.

3/ Interpolation.

4/ January 1 to March 1.

National Canners Association, Census Bureau, Department of Commerce, and
"Cold Storage Report," AMS, USDA.

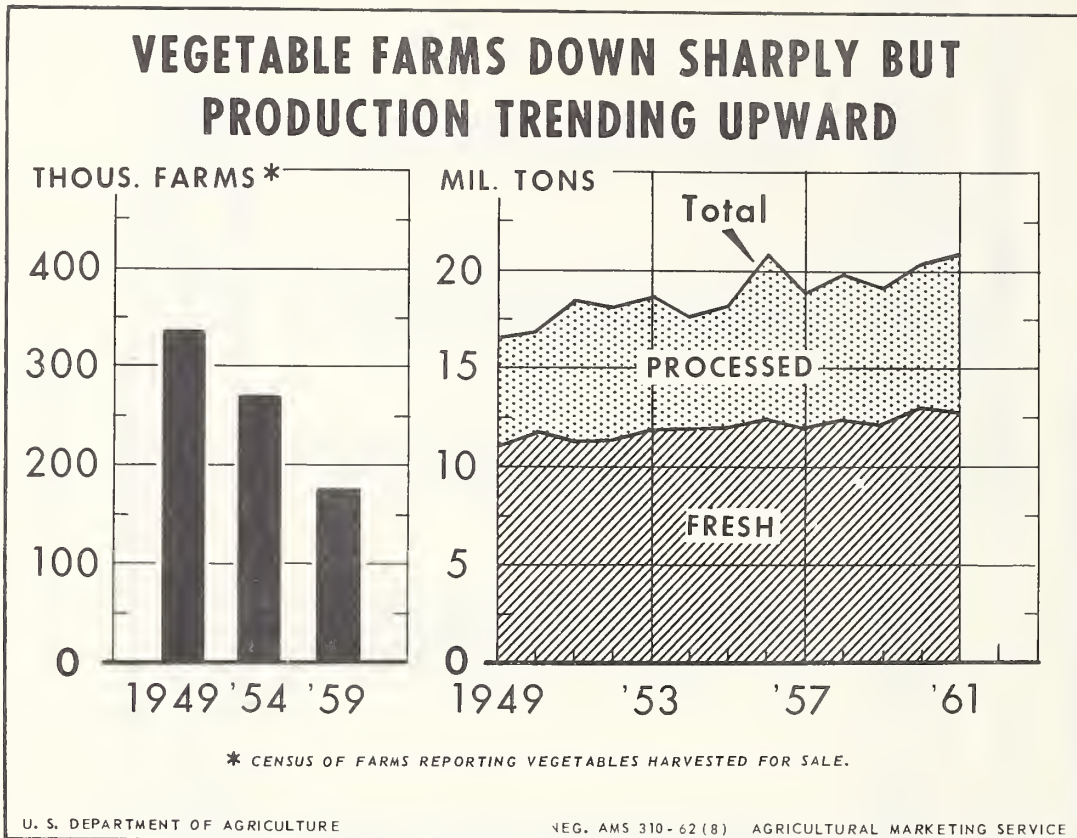
Winter Vegetables: 1963 Planted Acreage Guides With Comparisons

		Planted Acreage				:Percent Acreage Guide is of:			
Commodity	1963	1962	1961	1956-60	1951-55	1962	1961	1956-60	1951-55
	Guide	Prel.	1961	Average	Average	Prel.	1961	Average	Average
	1,000 acres ----- percent-----								
Beans, Snap	20.5	20.5	19.4	22.3	28.4	100	106	92	72
Beets	2.2	2.2	2.0	2.5	3.7	100	110	88	59
Broccoli	3.7	4.1	3.6	3.7	6.1	90	103	100	61
Cabbage	42.4	49.0	51.5	42.4	42.8	87	82	100	99
Carrots	37.8	42.0	33.3	38.6	34.3	90	114	98	110
Cauliflower	2.6	2.6	3.4	5.4	4.5	100	76	48	58
Celery	9.2	9.2	10.3	11.8	10.0	100	89	78	92
Corn, Sweet	10.8	9.8	5.9	10.7	8.1	110	183	101	133
Cucumbers	2.4	2.2	1.9	2.7	2.8	110	126	89	86
Escarole	5.9	6.2	6.4	6.7	5.0	95	92	88	118
Kale	1.8	1.8	2.0	2.3	2.8	100	90	78	64
Lettuce	64.0	64.0	71.5	68.9	64.6	100	90	93	99
Peppers, Green	5.5	5.0	6.0	5.9	4.0	110	92	93	138
Spinach	11.0	10.0	12.2	11.9	21.8	110	90	92	50
Tomatoes	16.2	16.2	17.8	19.3	15.6	100	91	84	104
Total	236.0	244.8	247.2	255.1	254.5	96	95	93	93

Commodity	1963 1/			Production 2/			Probable Production from Acreage		
	Guide	1962	1961	1962	1956-60	1951-55	1962	1956-60	1951-55
		Prel.	1961	Average	Average	Average	Prel.	1961	Average
			1,000 tons					percent	
Beans, Snap	31.1	32.8	30.2	24.4	43.0	95	103	127	72
Beets	9.9	7.1	10.0	10.5	13.2	139	99	94	75
Broccoli	8.9	4.3	8.0	8.6	12.4	207	111	103	72
Cabbage	326.0	289.6	339.5	322.6	328.2	113	96	101	99
Carrots	269.4	260.6	233.9	297.4	218.4	103	115	96	123
Cauliflower	8.4	6.4	10.3	16.8	13.2	131	82	50	64
Celery	216.4	217.4	247.8	255.2	223.6	100	87	85	97
Corn, Sweet	24.6	24.8	15.6	20.2	24.7	99	158	122	100
Cucumbers	6.2	4.2	6.5	4.4	6.0	148	95	141	103
Escarole	31.2	31.9	36.0	33.4	29.3	98	87	93	106
Kale	6.6	5.5	7.5	8.0	10.2	120	88	82	65
Lettuce	478.4	524.0	540.6	497.0	428.3	91	88	96	112
Peppers, Green	29.2	33.1	35.4	23.1	20.4	88	82	126	143
Spinach	32.0	20.4	21.7	35.5	36.0	157	147	90	89
Tomatoes	139.0	160.0	161.5	87.7	87	87	86	158	158
Total	1,617.3	1,622.1	1,704.5	1,626.8	1,494.7	100	95	99	108

1/ Computed: Planted acreage for 1963 Winter Vegetables, less normal abandonment times average yield.

2/ Includes some quantities not marketed (see individual statements for particulars).



Farms harvesting vegetables for sale in 1959 were down 35 percent from 1954 and numbered only slightly more than half as many as in 1949. Although part of the decline in the number of vegetable farms in the successive censuses was due to the change in definition of a farm, the reduction has paralleled the long-term decline in all types of farms. Despite the cut-back in the number of farms, the acreage planted to vegetables held nearly stable during this period. With yields showing a pronounced upward trend, production has increased significantly. Total vegetable production in 1961 was a fourth larger than in 1949. Fresh market production showed a gain of 14 percent and production for processing was up nearly 50 percent.

1963 Acreage-Marketing Guides
Winter Vegetables

Snap Beans

(Florida)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price :	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

20,500

1/ 33

622

Background Statistics

1962 Prel.	20,500	19,900	33	657	9.80	6,439
1961	19,400	18,300	33	604	10.40	6,282
1956-60 Average	22,320	16,940	27	488	12.52	5,487
1951-55 "	28,360	26,720	33	2/ 861	9.66	8,030

1/ 1954-61 (less 1958) average yield.

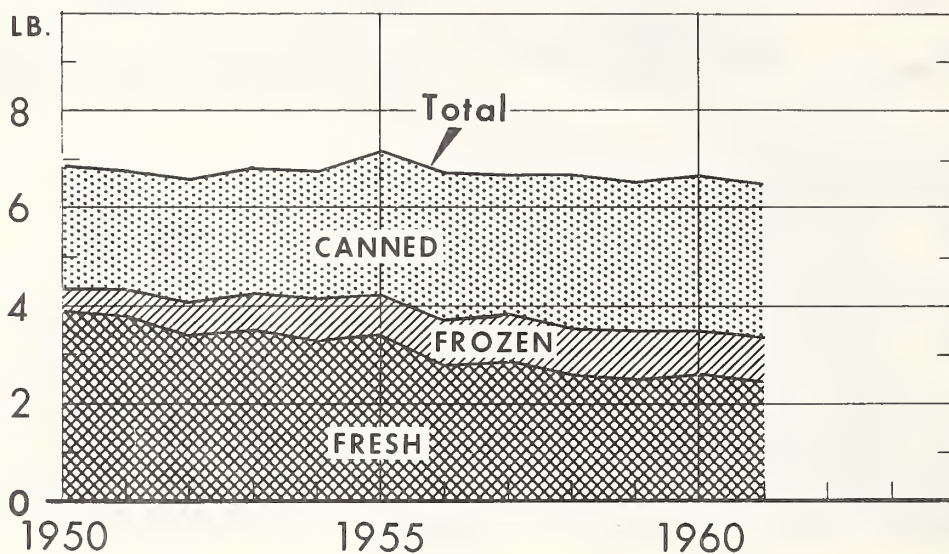
2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 95 in 1951 and 37 in 1955.

Comparisons and Comments: Plantings in 1962 were 6 percent above 1961 but 8 percent below the 1956-60 average. While some acreage losses resulted from the cold wave in early January, the principal effect was to distort harvest schedules. Damage to mature beans was not severe and younger plantings exhibited a good recovery. Production was a little larger than the moderate sized crop in 1961 and in general was marketed under favorable conditions. Due to the low temperatures that prevailed over a wide area during the first week of January, harvesting was interrupted and through that month, supplies were limited. With more favorable weather, marketings increased rapidly in early February and remained fairly stable at a moderate level until late March. Both snap and pole types were in balance with requirements during most of this period and returns were moderate. Present indications are that supplies of canned and frozen snap beans in 1963 will be larger than in 1962. Fresh market requirements are not likely to change significantly in 1963. An acreage equal to 1962 should provide an adequate supply.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage with a normal abandonment of 8 percent and a 1954-61 (less 1958) average yield will result in a production 5 percent less than in 1962 but 27 percent more than the 1956-60 average.

SNAP BEAN CONSUMPTION PER PERSON

Stable During Past Decade



CIVILIAN CONSUMPTION, FRESH EQUIVALENT BASIS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 306-62 (8)

AGRICULTURAL MARKETING SERVICE

Per capita consumption of snap beans has held about steady during the past decade. This stability has been accomplished by the increased use of processed snap beans offsetting declining fresh consumption. Canned snap beans have received continually growing acceptance throughout the period and now account for nearly half of the total consumption in all forms. Use of the frozen product expanded significantly during the early 1950's, but has since held relatively stable.

1963 Acreage-Marketing Guides
Winter Vegetables

Beets

(Texas)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: : (1,000 cwt.)	: : (\$ per cwt.)	: : (\$1,000)
	(acres)	(cwt.)			

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

2,200

2/ 90

198

Background Statistics

1962 Prel.	2,200	1,900	75	142	1.60	227
1961	2,000	2,000	100	200	1.05	210
1956-60 Average	2,480	2,480	85	210	1.44	304
1951-55 "	3,720	3,440	77	2/ 264	1.64	390

1/ 1957-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 50 in 1953, 32 in 1954, and 16 in 1955.

Comparisons and Comments: The 1962 winter season beet crop suffered heavy damage from the January freeze in south Texas. Shipments had just reached significant volume when the prolonged cold spell occurred. Losses were extensive in most fields and only limited quantities were shipped from mid-January to the end of March. Moderate volume was available during April and May from acreage replanted following the freeze. In total, production was about 30 percent below 1961 and the 1956-60 average. Season average prices received by farmers were high. For many years the shift of consumer demand from fresh to canned beets created marketing problems for fresh market producers. But the long term decline in requirements for fresh beets appears to have halted. Since 1957, winter crop plantings have been fairly stable, averaging about 2,200 acres. Returns to farmers generally have been satisfactory, although distorted harvest patterns have occasionally resulted in depressed prices. Usually a production of about 200 thousand hundred-weight has been marketed under favorable conditions. Assuming average yields, a 1963 acreage equal to 1962 should provide a manageable supply.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with no abandonment and a 1957-61 average yield, will result in a production 39 percent more than in 1962.

1963 Acreage-Marketing Guides
Winter Vegetables

Broccoli

(Arizona and Texas)

Year	Acreage		Yield		Price	Value
	:Planted:	:For Harvest:	Per Acre	:Production:		
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and Probable Production

(planted acreage 10 percent less than in 1962) 3,700

1/ 48

178

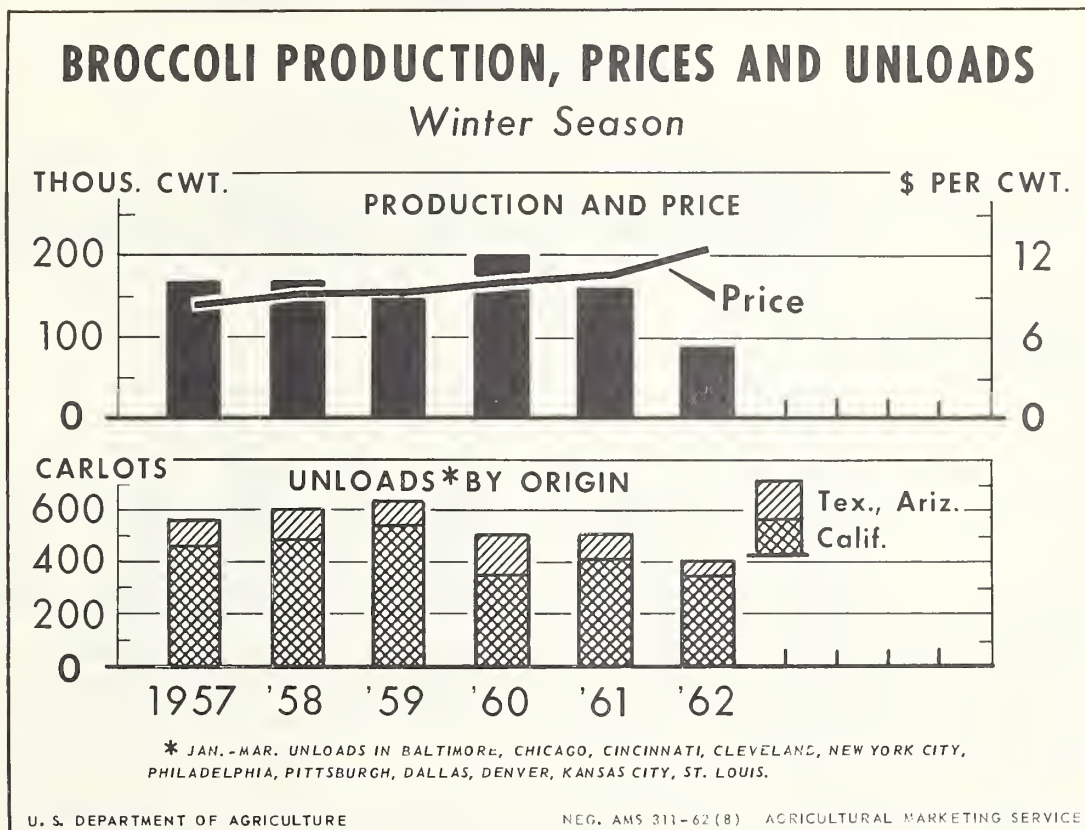
Background Statistics

1962 Prel.	4,100	2,200	39	86	12.21	1,050
1961	3,650	3,650	44	160	10.38	1,661
1956-60 Average	3,690	3,560	48	171	9.41	1,618
1951-55 "	6,052	5,932	42	248	9.44	2,334

1/ 1956-60 average yield.

Comparisons and Comments: Texas and Arizona producers expanded their acreage of winter broccoli in 1962 and total plantings were 12 percent above 1961. However, production was very small. The mid-January freeze virtually eliminated Texas as a source of supplies during February and March when it normally provides a substantial portion of the total volume moving to fresh market outlets. Most of the acreage in Arizona survived frequent periods of unfavorable weather and the production was marketed at high prices. Crops in California also were adversely affected by low temperatures and by heavy rainfall through much of the winter period. Fresh market prices varied more than usual but in general were high, reaching a peak in early February when movement from California was extremely light. In mid-1962, supplies of frozen broccoli were below average. However, freezers may be able to accumulate adequate supplies during the fall packing season. With normal weather, supplies available in California for fresh market shipment probably will be larger. Assuming average yields, less acreage will be needed in 1963 to furnish adequate winter crop supplies.

1963 Guide: The 1963 guide is an acreage 10 percent less than in 1962. Such an acreage, with a 1956-60 average yield, will result in a production 4 percent more than the 1956-60 average.



Winter production of broccoli in 1962 was sharply below average as the severe freeze in January virtually eliminated the Texas crop. Arizona growers also experienced periods of unfavorable weather, but their crops recovered to sell at high prices. Unloads recorded during the early months of 1962 were low, reflecting crop shortages. Normally, California growers can fill voids created by supply deficits in other areas. But the 1962 season found weather a limiting factor in California also, and markets were forced to operate with reduced supplies.

1963 Acreage-Marketing Guides
Winter Vegetables

Cabbage

(Arizona, California, Florida and Texas)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: : :Production:	: : Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1963 Acreage Guide and
Probable Production

(see 1963 guide
below)

42,400

1/ 160

6,521

Background Statistics

1962 Prel.	49,000	44,100	131	5,791	4.03	23,314
1961	51,500	49,500	137	2/ 6,790	1.50	9,483
1956-60 Average	42,410	39,990	161	2/ 6,453	2.13	13,197
1951-55 "	42,800	40,020	164	2/ 6,565	2.22	12,531

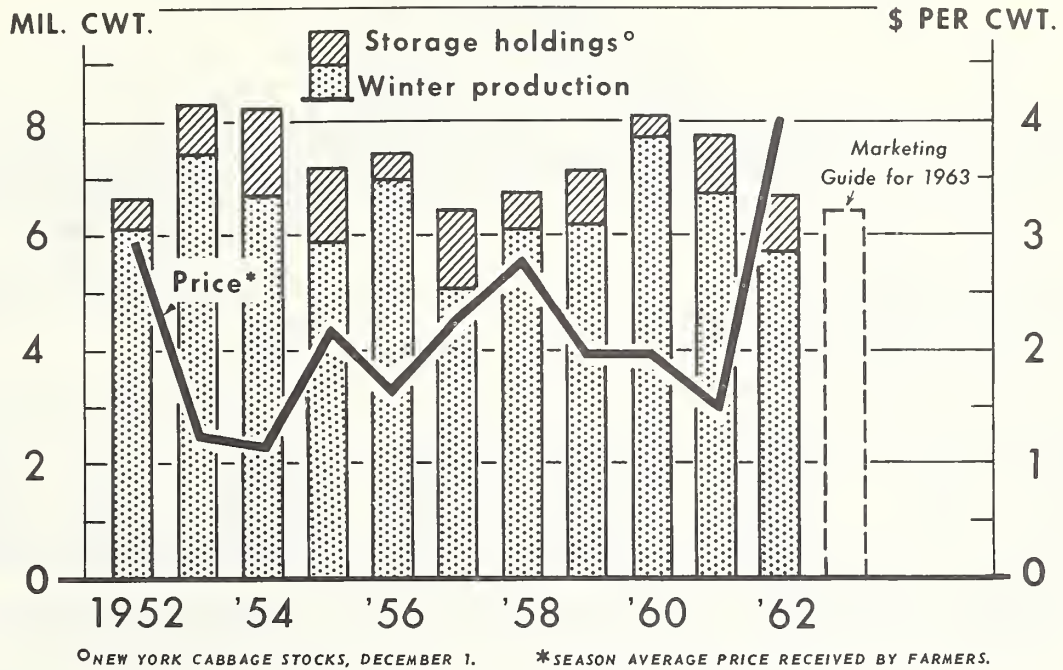
1/ 1956-60 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded when computing value: 1,014 in 1951, 274 in 1952, 2,270 in 1953, 1,257 in 1954, 152 in 1955, 268 in 1956, 273 in 1959, 412 in 1960, and 460 in 1961.

Comparisons and Comments: As harvesting of winter cabbage got underway in volume last December, shipping point prices were low. And no prospects were in sight for any marked change. Acreage and crop conditions indicated a total crop even larger than in 1961 when excessive supplies returned low prices. Florida growers cut 1962 plantings sharply but acreage in Texas and the West remained high. But the mid-January freeze in the Lower Valley of Texas brought an abrupt change in outlook. Most of the remaining Texas crop was destroyed, and in reflection of this, prices in all growing areas rose sharply. High returns were maintained through the winter as drought and frosts reduced yields in Florida, and cold weather delayed western crops. There should be a market potential in 1963 for a larger production than that available in 1962. Nevertheless, growers should plan a substantial cutback in plantings. Florida and Texas, which normally furnish most of the winter supplies of cabbage east of the Rockies, were responsible for the supply deficit this past winter and opened markets to western cabbage. But with normal weather conditions in 1963, this situation is unlikely to be repeated and a larger crop of cabbage can be produced on smaller acreage.

1963 Guide: The 1963 guide is a planted acreage equal to 1962 in Florida and 20 percent below 1962 in all other states. Such an acreage, with a normal abandonment of 3 percent and a 1956-60 average yield by states will result in a crop 13 percent larger than in 1962.

WINTER CABBAGE SUPPLY AND PRICE

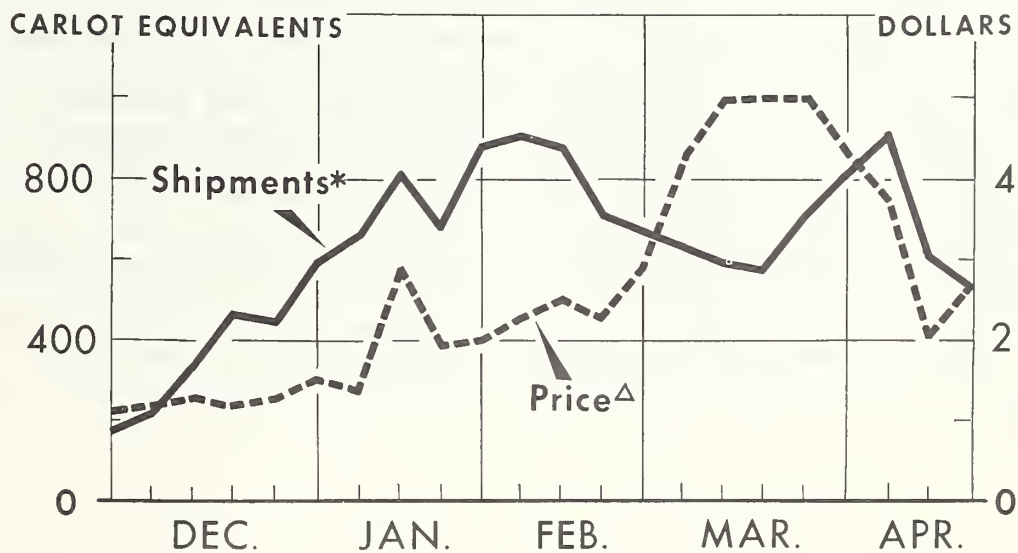


U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 327-62 (8) AGRICULTURAL MARKETING SERVICE

CABBAGE SHIPMENTS AND PRICES

1962 Winter Season



*TOTAL U. S., RAIL AND TRUCK.

Δ DOLLARS PER 1 1/4 BUSHEL CRATE, FLORIDA SHIPPING POINT.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 309-62 (8)

AGRICULTURAL MARKETING SERVICE

1963 Acreage-Marketing Guides
Winter Vegetables

Carrots

(California and Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price:	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and Probable Production

(planted acreage 10 percent less than in 1962) 37,800

1/ 144 5,389

Background Statistics

1962 Prel.	42,000	41,400	126	5,212	2.80	14,589
1961	33,300	33,300	140	4,678	3.38	15,813
1956-60 Average	38,600	37,900	147	<u>2</u> /5,589	2.02	10,784
1951-55 "	34,320	33,820	130	4,368	2.77	11,997

1/ 1957-61 average yield.

2/ Includes 769,000 cwt. not marketed in 1960 and excluded in computing value.

Comparisons and Comments: In both Texas and California, growers increased acreage following their favorable marketing experience of 1961. As Texas shipments increased during the early part of the season, shipping point prices declined steadily, reaching fairly low levels in early January. But the freeze in south Texas was followed by an immediate market response and prices climbed to high levels. Returns in both Texas and California then ranged between moderate and high levels for the rest of the season. The freeze in Texas, plus freezes and wet weather in California unquestionably resulted in damage and harvesting delays in both areas. But the delays served to eliminate the threat of short term market glutting and shippers in both states were able to maintain fairly stable volume throughout the winter months. In total, shipments of winter carrots were substantially larger than the quantity moved in 1961 and prices averaged at moderate to high levels. However, this experience should not become a basis of over optimism in planning acreage for 1963. With normal weather conditions in 1963, ample supplies can be produced on an acreage smaller than in 1962.

1963 Guide: The 1963 guide is a planted acreage 10 percent less than in 1962. Such an acreage, with a normal abandonment of 1 percent and a 1957-61 average yield would result in a production 3 percent larger than in 1962.

1963 Acreage-Marketing Guides
Winter Vegetables

Cauliflower

(Arizona and Texas)

Year	: Acreage :		Yield :		: Price :		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		
<u>1963 Acreage Guide and Probable Production</u>							
(planted acreage equal to 1962)	2,550		<u>1/</u> 66	168			
<u>Background Statistics</u>							
1962 Prel.	2,550	1,850	70	129	8.12		1,048
1961	3,350	3,250	63	206	9.64		1,986
1956-60 Average	5,432	5,142	64	336	9.26		2,945
1951-55 "	4,462	4,342	60	265	8.65		2,256
<u>1/</u> 1960-62 average yield.							

Comparisons and Comments: After a temporary halt in 1960 and 1961, the long term downward trend in acreage resumed in 1962 when plantings in Florida and Arizona were reduced substantially. Total winter acreage was only about half the 1956-60 average. Early in the season prospective production was a little larger than in 1961 due to expected high yields in Texas. Marketing of the Texas crop got underway at about the usual time in the latter part of December and supplies moved well at moderate prices through early January. But the remainder of the season was far from normal as freezing temperatures in south Texas destroyed about half the crop. In addition, unfavorable cool, wet weather slowed the maturity of crops in California and effectively thwarted efforts to achieve an offsetting increase in volume for fresh market sale. This provided an unusually favorable market for the limited supplies of cauliflower available in late January and early February. With a more typical marketing season in 1963, extending through February and early March, there should be adequate outlets for the production from a planted acreage equal to 1963, even though average yields would result in a much larger crop.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage with no abandonment and a 1960-62 average yield will result in a production 30 percent more than in 1962 but 50 percent less than the 1956-60 average.

1963 Acreage-Marketing Guides
Winter Vegetables

Celery

(Arizona, California and Florida)

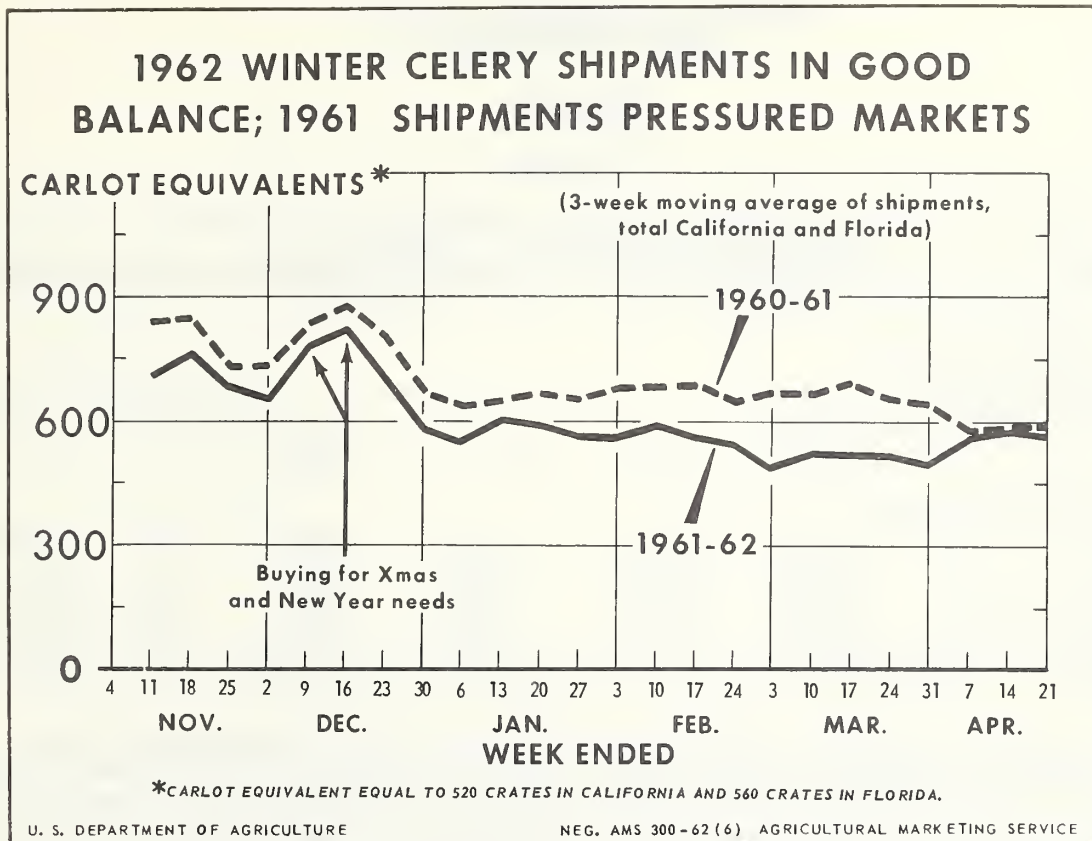
Year	: Acreage :Planted:For Harvest:	: Yield Per Acre	: :	: :	: :	: :
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	Value
1963 Acreage Guide and Probable Production (planted acreage equal to 1962)	9,180	<u>1</u> / 478	4,328			
<u>Background Statistics</u>						
1962 Prel.	9,180	9,080	479	4,347	5.09	22,140
1961	10,260	10,150	488	2/ 4,955	2.75	13,514
1956-60 Average	11,790	11,480	446	2/ 5,105	3.56	17,742
1951-55 "	9,958	9,864	455	2/ 4,471	3.64	16,100

1/ 1961-62 average yield by States.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 91 in 1951, 54 in 1952, 53 in 1953, 43 in 1954, 491 in 1959 and 33 in 1961.

Comparisons and Comments: Growers had severe marketing problems in 1961. As a result, winter acreage in 1962 in California was cut 29 percent. In Florida, growers who had made sharp cuts in acreage following the peak plantings of 1959, held 1962 plantings close to the level of a year earlier. Acreage in Arizona in 1962 amounted to only 80 acres. In total, acreage was down 11 percent. Yield per acre was near record-high and total production was 12 percent below 1961. In Florida, harvest started early in November and shipments reached volume by mid-December. Heaviest movement occurred in February and March. Shipments from California were fairly heavy in November and December, but trended downward sharply thereafter, which permitted a step-up in marketings from Florida. With supplies in good balance with needs, and adverse weather from time to time threatening to curtail supplies in both California and Florida, growers' prices averaged at a high level, and provided the best return since 1949. A helpful influence on the price structure for winter celery was the generally moderate supply of other salad crops. A crop in 1963 as large as in 1962 should again provide a balanced supply and permit orderly marketing.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with an abandonment of 2 percent in Florida and 1961-62 average yields by States, will result in a production virtually equal to that in 1962.



Shipments of California and Florida celery in the November-April period of 1961-62 totaled 13 percent less than in the corresponding period a year earlier. A drop in loadings of California celery accounted for practically all of the reduction. Interstate shipments from California in 1961-62 totaled 8,200 carlot equivalents compared with almost 10,500 in 1960-61. Shipments from Florida approximated 7,500 carlot equivalents in each of the past two seasons.

Except for step-up in buying prior to national holidays, flow of celery to markets continues at a fairly uniform rate throughout the year. Consumers' use of celery has shown little fluctuation in recent years. Annual per capita consumption has been holding slightly below 8 pounds.

Annual production of celery in the United States in the last five years averaged 15 million hundredweight. At the farm level, crop value averaged \$53 million. California and Florida dominate in production. In 1961, almost 56 percent of the total production originated in California, 30 percent in Florida, 5 percent in Michigan and more than 4 percent in New York.

Celery in California is harvested and marketed throughout the year. Supplies from Florida are available to markets between early November and late June. In Florida, celery is started in greenhouses, and after 8 or more weeks is transplanted to fields. Plantings are continuous from July through April. Florida celery is ready for harvest about ninety days after transplanting. More than half the crop in California is produced from "direct seeded" acreage, the remainder from transplanted acreage.

1963 Acreage-Marketing Guides
Winter Vegetables

Sweet Corn

(Florida)

Year	: Acreage :		Yield :		:	
	:Planted:	For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage 10 percent
more than in 1962) 10,800

1/ 57 492

Background Statistics

1962 Prel.	9,800	8,700	57	496	7.40	3,670
1961	5,900	5,400	58	313	6.50	2,034
1956-60 Average	10,680	6,740	56	403	6.40	2,324
1951-55 "	8,060	6,780	71	494	5.46	2,630

1/ 1960-62 average yield.

Comparisons and Comments: Although intermittent cold and freezing temperatures damaged the crop and some loss of acreage resulted, the 1962 season was favorable from a marketing standpoint. Growers increased acreage sharply in 1962, bringing it more in line with market needs compared with a year earlier. Freezing temperatures occurred early in January and again on March 8. Following the latter freeze, a substantial acreage was lost in the Everglades. In Dade County, dry weather slowed development. Total production was up sharply compared with a year earlier, and was the largest since 1957. Shipments were comparatively light from late December until late February, increasing to moderate levels thereafter. Prices received averaged well above the level of a year earlier and average. Supplies of canned sweet corn in the 1961-63 season are expected to be about as large as a year earlier. A smaller supply of frozen corn is likely. Demand for fresh winter sweet corn, however, is not influenced significantly by changes in levels in supplies of processed items. In 1963, growers should be able to market readily a fresh supply about as large as that produced in 1962. With average yields and abandonment, more acreage will be needed.

1963 Guide: The 1963 guide is a planted acreage 10 percent more than in 1962. Such an acreage, with an abandonment of 20 percent and a 1960-62 average yield, would result in a production slightly less than in 1962.

1963 Acreage Marketing Guides
Winter Vegetables

Cucumbers

(Florida)

Year	: Acreage	: Yield	:	:	:
	: Planted: For Harvest:	Per Acre	: Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production
(planted acreage 10 percent
more than in 1962) 2,400

1/ 69 124

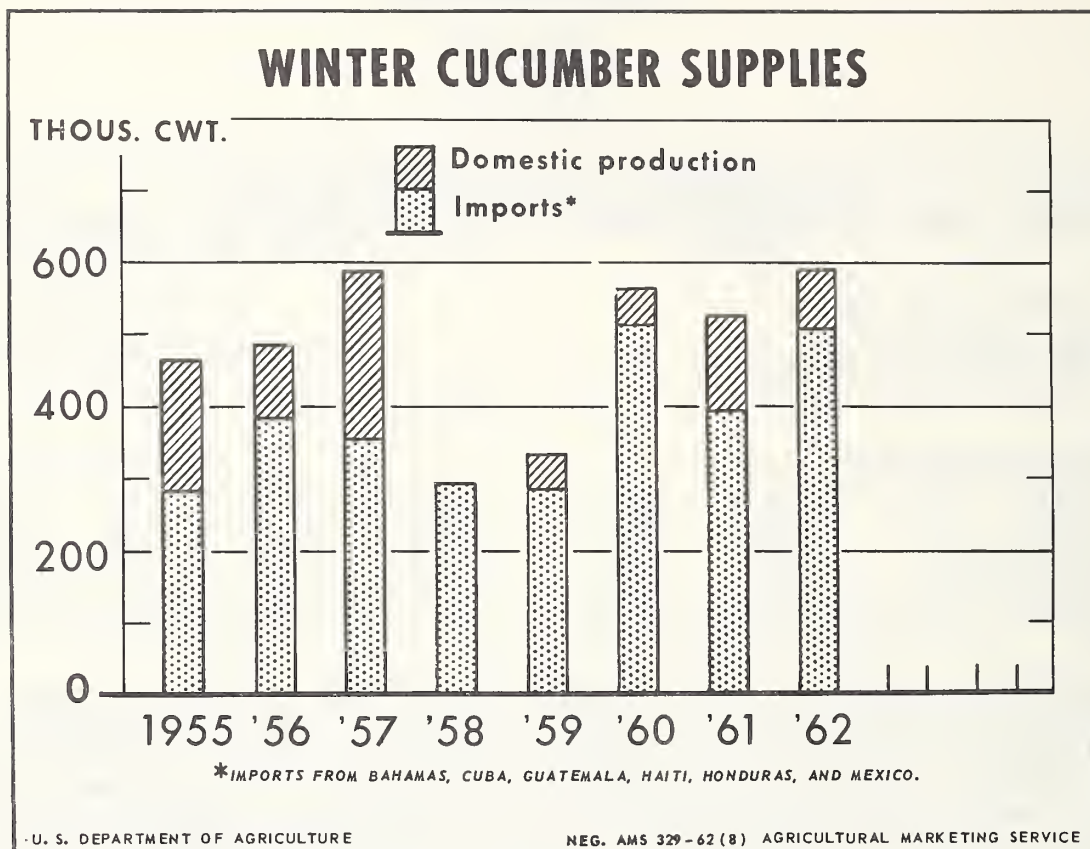
Background Statistics

1962 Prel.	2,200	1,300	65	84	9.00	756
1961	1,900	1,500	87	130	9.40	1,222
1956-60 Average	2,680	1,240	51	87	7.90	748
1951-55 "	2,780	1,820	64	121	12.01	1,294

1/ 1954-61 (less 1958) average yield.

Comparisons and Comments: The domestic winter crop of cucumbers in south Florida was severely limited by freezing temperatures and winds which prevailed during the latter part of December and early January. Heaviest acreage losses occurred in the Fort Myers area but other areas also experienced some losses. Production was approximately a third less than the moderate level of output in 1961. Due in part to high market prices in recent years, plantings for winter harvest in the Bahamas as well as in several other Central American countries were increased substantially. With domestic supplies declining through January, the resultant high price level brought a rapid build-up in the volume of imports. Supplies from off-shore sources and Mexico continued fairly heavy during the remainder of the season and in total were nearly a fifth larger than in 1961. Total supplies were about a tenth more than in 1961. Prices averaged at a relatively high level for the period. Potential foreign grown supplies for marketing in the U. S. in 1963 may be larger than in 1962. However, domestic producers should be able to market successfully a production larger than in 1962.

1963 Guide: The 1963 guide is a planted acreage 10 percent more than in 1962. Such an acreage with a normal abandonment of 25 percent and a 1954-61 (less 1958) average yield will result in a production 48 percent more than in 1962.



Growing cucumbers for winter harvest is a hazardous venture. The crop is highly susceptible to damage from cold weather, and Florida growers frequently lose large portions of their plantings. Consequently, imports from warmer climates dominate our winter markets. In 1962, the domestic crop was severely limited by harsh weather, and cucumbers from foreign sources found ready winter markets. The Bahamas and several Caribbean countries have successfully replaced Cuba as our leading source of winter cucumbers. Substantial quantities also continue to enter from Mexico.

1963 Acreage-Marketing Guides
Winter Vegetables

Escarole

(Florida)

Year	: Acreage : :Planted:For Harvest:	: Yield : Per Acre	: : :Production:	: : Price :	: : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000 cwt.)

1963 Acreage Guide and
Probable Production

(planted acreage 5 percent
less than in 1962) 5,900

1/ 120 623

Background Statistics

1962 Prel.	6,200	5,800	110	638	6.60	4,211
1961	6,400	6,000	120	<u>2</u> / 720	4.15	2,673
1956-60 Average	6,720	5,720	117	<u>2</u> / 669	4.86	3,053
1951-55 "	5,000	4,520	130	<u>2</u> / 586	4.72	2,430

1/ 1959-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 161 in 1951, 48 in 1952, 104 in 1954, 21 in 1955, 12 in 1956, 99 in 1959, 80 in 1960, and 76 in 1961.

Comparisons and Comments: Winter escarole production in 1962 was 11 percent less than in 1961, reflecting cold weather damage to crops in the major producing areas. Shipment and price patterns were erratic reflecting the effects of the adverse weather. Moderate supplies were available by late November and generally sold at low prices. Following the frosts in late December, shipments were reduced sharply and prices for good quality escarole were high. During the closing weeks of the winter season, volume returned to normal and low prices again prevailed. For the season, average returns to growers were considerably above 1961 and were record high. Over the past decade, escarole has experienced a steady gain in consumer popularity. But producers have tended to expand production at an even faster pace. The result has been frequent periods of depressed prices and crop abandonment. During the period 1959-61, more than 10 percent of the winter crops were not sold because of depressed markets. In 1963, there should be a satisfactory market for a production about as large as in 1962. However, if yields are normal, a 1963 acreage less than in 1962 would provide a sufficient supply.

1963 Guide: The 1963 guide is a planted acreage 5 percent less than in 1962. Such an acreage, with a normal abandonment of 12 percent and a 1959-61 average yield, will result in a production 2 percent less than in 1962.

1963 Acreage-Marketing Guides
Winter Vegetables

Kale

(Virginia)

Year	Acreage		Yield		Production	Price	Value
	Planted	For Harvest	Per Acre	(1,000 cwt.)			
	(acres)		(cwt.)			(\$ per cwt.)	(\$1,000)
<u>1963 Acreage Guide and Probable Production</u> (planted acreage equal to 1962)							
	1,800		<u>1</u> / 73	131			
<u>Background Statistics</u>							
1962 Prel.	1,800	1,700	65	<u>2</u> / 110	6.50	676	
1961	2,000	2,000	75	<u>2</u> / 150	5.40	751	
1956-60 Average	2,280	2,280	70	159	4.69	731	
1951-55 "	2,800	2,800	72	<u>2</u> / 203	4.06	794	

1/ 1959-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 35 in 1953, 9 in 1954, 11 in 1961 and 6 in 1962.

Comparisons and Comments: Average prices received for the 1962 winter crop of kale were relatively high. This was in part due to the low level of production. But distorted harvest patterns and a general shortage of other vegetables were contributing factors. Production in 1962 was about a fourth less than in 1961 because of low yields and a reduction in acreage. From late October through December growing conditions were good and ample supplies were available. However, marketings from other areas were large, the market was depressed and some quantities were not marketed. During the January-March period, progress of the Virginia crop was delayed by frequent spells of cold weather. Light shipments of kale and much below normal competition from other commodities bolstered the market. Prices for good quality ranged from moderate to high levels. The season average price was considerably above 1961 and the 1956-60 average. The market potential for kale in 1963 is not likely to vary from that of recent years. Normal competition from other vegetables should be expected. A 1963 acreage the same as in 1962, assuming average yields, should furnish an adequate supply.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with no abandonment and a 1959-61 average yield, will result in a production 19 percent more than in 1962.

1963 Acreage-Marketing Guides
Winter Vegetables

Lettuce

(Florida, Texas, Arizona and California)

Year	: Acreage : :Planted:For Harvest: (acres)	: Yield : :Per Acre : (cwt.)	: : :Production: (1,000 cwt.)	: : :Price : (\$ per cwt.)	: : :Value : (\$1,000)
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1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

64,000 1/ 151 9,567

Background Statistics

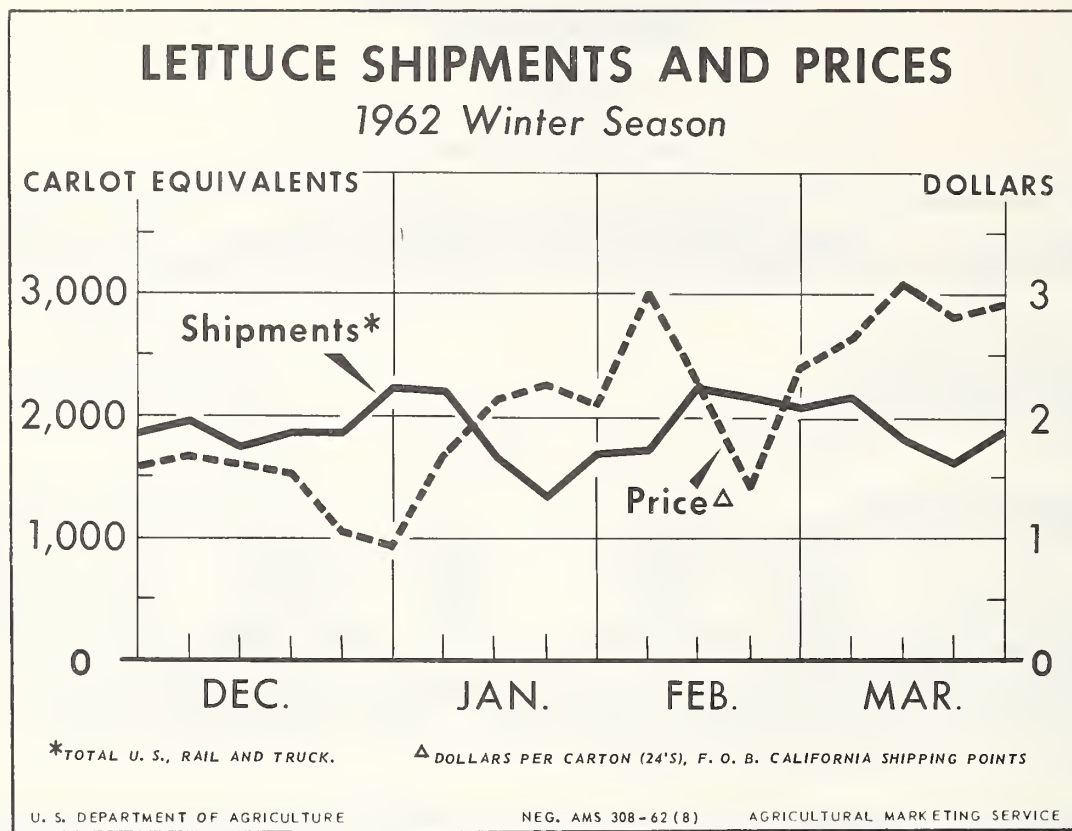
1962 Prel.	64,000	59,900	175	10,479	4.54	47,560
1961	71,500	70,600	153	2/ 10,811	3.33	31,490
1956-60 Average	68,880	67,380	148	2/ 9,941	3.91	36,837
1951-55 "	64,620	61,320	140	2/ 8,566	3.95	34,006

1/ 1957-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 61 in 1951, 208 in 1956, 858 in 1959, 1,340 in 1960 and 1,365 in 1961.

Comparisons and Comments: In most years, too much acreage results in marketing problems for winter lettuce growers. But the particularly unfavorable 1961 season influenced California growers to cut 1962 acreage substantially. Moderate prices prevailed as the shipping season got underway, but by early January, returns slipped to fairly low levels as shipments from the Imperial Valley of California reached heavy volume. Then adverse weather changed the market picture. The mid-January freeze in Texas struck at the peak of the shipping season and destroyed virtually all of the remaining mature crop. Freezing temperatures in the Imperial Valley slowed the California crop and resulted in small sizes and quality problems. In the Yuma, Arizona district, cold weather and rains repeatedly interfered with crop progress. California winter shipments peaked in late February and were accompanied by a brief drop in prices. But for the remainder of the season, prices were high. In planning acreages for 1963, particular attention should be given to the severity of 1962 weather problems. Although Florida producers, with different varieties, have fared a little better than western growers, the products still are highly competitive. Prices in Florida largely depend upon the total supply from all sources.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage with a normal abandonment of 1 percent and a 1957-61 average yield will result in a production 9 percent less than in 1962.



1961-62 winter season. But as larger potential supplies became available in late December, shipments increased and prices declined to low levels. The bleak price outlook was reversed in early January as weather damage struck both in Texas and in the western deserts. Good quality lettuce quickly commanded premium prices. Except for a brief break in February, lettuce prices held at high levels for the rest of the season.

1963 Acreage-Marketing Guides
Winter Vegetables

Green Peppers

(Florida)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : :Price :	: : :Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and Probable Production

(planted acreage 10 percent more than 1962)

5,500 1/ 112 585

Background Statistics

1962 Prel.	5,000	4,900	135	662	9.90	6,554
1961	6,000	5,900	120	2/ 708	8.15	5,325
1956-60 Average	5,920	4,820	93	462	14.84	5,656
1951-55 "	4,020	3,820	108	407	10.80	4,236

1/ 1956-62 (less 1958) average yield.

2/ Includes 55,000 cwt. not marketed in 1961 and excluded in computing value.

Comparisons and Comments: In the years since 1955, the planted acreage of peppers for winter harvest has fluctuated quite widely. However, there has been a general expansion in the total winter market for this commodity. In the 1962 winter season, weather factors in the principal producing Pompano area were variable but in general quite favorable from both a production and marketing standpoint. Several periods of low temperatures slowed growth and caused some acreage loss in marginal areas. But the main part of the crop developed well with quality generally good. Also, the minor setbacks enabled growers to satisfy the demand for a relatively stable quantity from week to week; there were no pronounced peaks in movement. And shortages of other vegetables contributed to the fairly strong market that prevailed through most of the season. Under normal competitive conditions, a 1963 crop smaller than in 1962 would be adequate to satisfy market requirements. But if abandonment and yields are average, a larger acreage will be necessary.

1963 Guide: The 1963 guide is a planted acreage 10 percent more than in 1962. Such an acreage with an abandonment of 5 percent and a 1956-62 (less 1958) average yield will result in a production 12 percent less than in 1962 but 27 percent more than the 1956-60 average.

1963 Acreage-Marketing Guides
Winter Vegetables

Spinach

(California and Texas)

Year	: Acreage :Planted:For Harvest: (acres)	: Yield : : Per Acre : (cwt.)	: : :Production: Price : Value (1,000 cwt.)(\$ per (\$1,000 cwt.)
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1963 Acreage Guide and
Probable Production
(planted acreage 10 percent
more than 1962) 11,000

1/ 62 641

Background Statistics

1962 Prel.	10,000	8,400	49	409	9.33	3,818
1961	12,150	9,250	57	434	7.60	3,300
1956-60 Average	11,890	11,830	61	710	7.60	5,407
1951-55 "	21,820	16,900	43	2/ 719	6.96	4,940

1/ 1957-61 average yield.

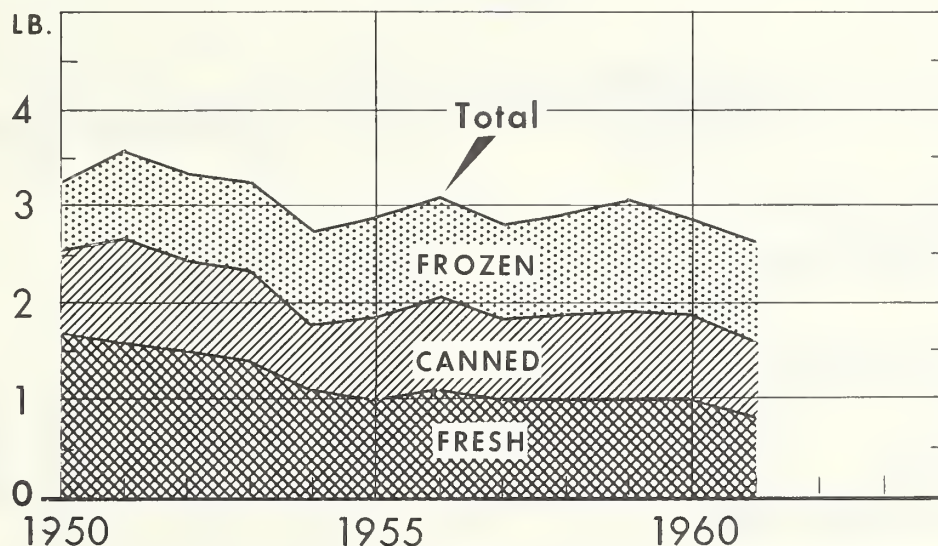
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 26 in 1952 and 9 in 1954.

Comparisons and Comments: Winter season spinach production in 1962 was 6 percent less than the small crop in 1961 due to the adverse weather in the principal producing areas. About 1,600 acres were lost in Texas because of the January freeze. But surviving acreage made a rapid recovery and moderate supplies were available from February through early April. Prices were very high most of the season. In California, extended periods of cold, wet weather held shipments to relatively low levels until late March. The bulk of the crop moved to local markets at high prices. Frozen spinach, which competes strongly with the fresh product, was in burdensome supply as the winter season got underway. But stocks were down sharply by late March reflecting heavy shipments and processors' inability to obtain sufficient raw supplies. It is likely that frozen stocks will be moderate through the early part of the 1963 season. Growers should be able to market profitably a 1963 crop much larger than in 1962. With average yields, a moderate increase in acreage will be needed to provide an adequate supply.

1963 Guide: The 1963 guide is a planted acreage 10 percent more than in 1962. Such an acreage with normal abandonment of 6 percent and a 1957-61 average yield will result in a production 57 percent larger than in 1962.

SPINACH CONSUMPTION PER PERSON

Stable Since 1954



CIVILIAN CONSUMPTION, FRESH EQUIVALENT BASIS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 307-62 (8)

AGRICULTURAL MARKETING SERVICE

Consumption of spinach per person declined moderately during the early 1950's as fresh spinach experienced a waning popularity. But during the second half of the decade, the use of fresh spinach settled at about one pound per person and the canned and frozen forms continued their earlier stability. In 1961, the average consumer used 2.6 pounds of spinach. About four-tenths of this was prepared from the frozen product and the remainder equally divided between the fresh and canned forms.

1963 Acreage-Marketing Guides
Winter Vegetables

Tomatoes

(Florida)

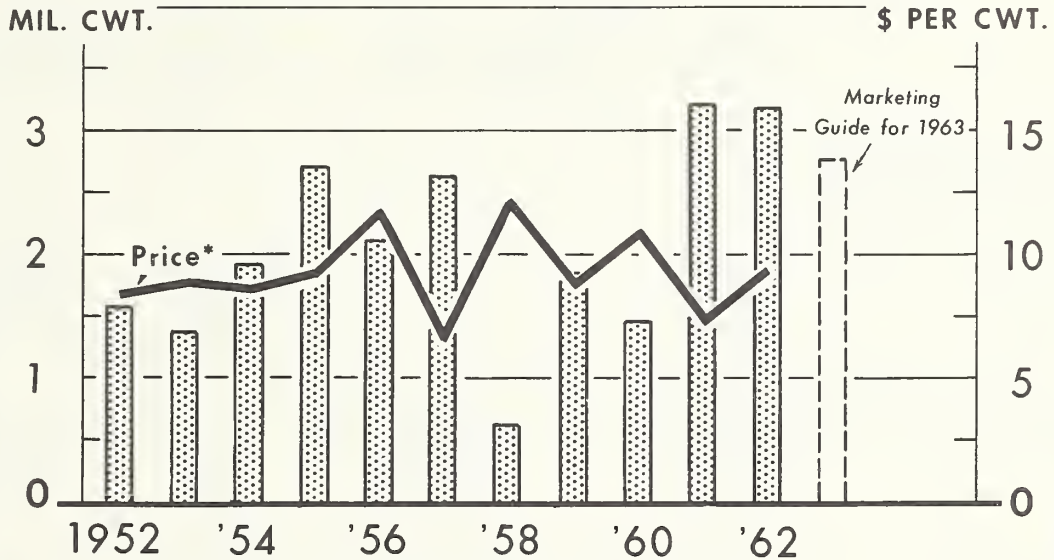
Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1963 Acreage Guide and Probable Production (planted acreage equal to 1962)	16,200	1/ 177	2,781		
<u>Background Statistics</u>					
1962 Prel.	16,200	16,000	200	3,200	9.50 30,400
1961	17,800	17,000	190	3,230	7.50 24,225
1956-60 Average	19,340	16,500	106	1,754	10.06 16,617
1951-55 "	15,560	15,160	114	1,755	9.49 16,326
1/ 1960-62 average yield.					

Comparisons and Comments: Planted acreage was cut by 9 percent from 1961 when a record large crop returned low prices to growers during much of the season. Early frosts had a delaying effect in 1962, but the crop recovered to the extent that average yields were record high. Production was only slightly smaller than in 1961 as attractive market conditions encouraged repeated pickings. Dry weather was a problem and frequent irrigations were necessary. While these measures were successful in attaining high yields, there was a preponderance of small size fruit. Concern with weather problems for tomatoes as well as for other fresh vegetables bolstered markets in 1962. Prices for the preferred larger size tomatoes were relatively stable at high levels for most of the season. The plentiful smaller fruit sold at substantially lower levels. The acreage of tomatoes in Mexico was reported to be smaller than in 1961. Nevertheless, imports from that country were substantially larger during the 1962 season as a result of more attractive market conditions here. For 1963 a Florida acreage equal to 1962 should provide ample supplies for market requirements.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with a normal abandonment of 3 percent and a 1960-62 average yield will result in a production 13 percent less than in 1962.

1962 WINTER TOMATO CROP EQUAL TO 1961

But Demand Stronger and Prices Higher



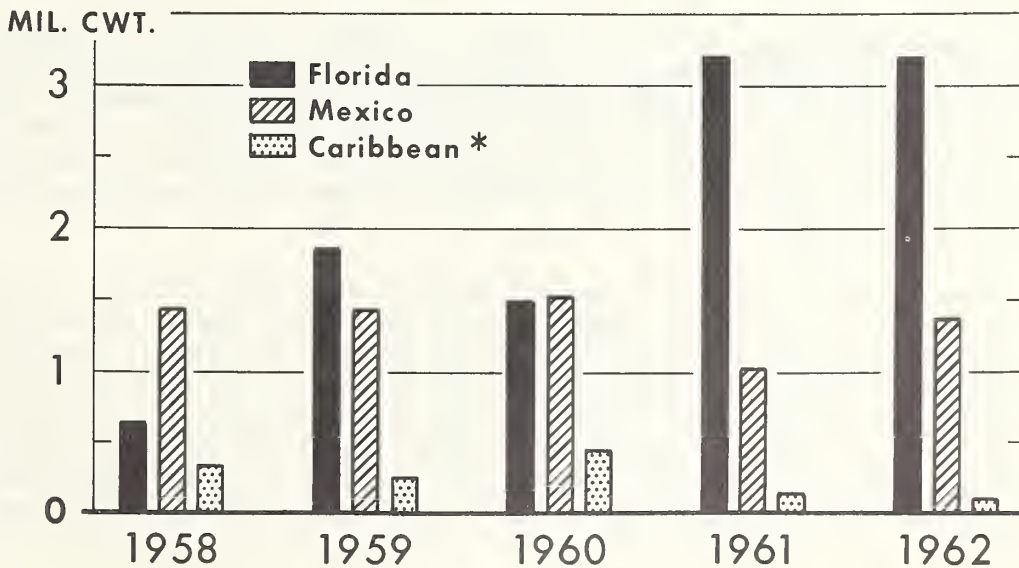
*SEASON AVERAGE PRICE RECEIVED BY FARMERS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 330-62 (8) AGRICULTURAL MARKETING SERVICE

WINTER SEASON FRESH TOMATO SUPPLIES

Florida Production Plus Imports



* BAHAMA ISLANDS, CUBA AND JAMAICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 29-62 (8) AGRICULTURAL MARKETING SERVICE

1963 Acreage-Marketing Guides
Winter Potatoes

(California and Florida)

Year	Acreage		Yield per	
	Planted	For Harvest	acre	Production
	(acres)		(cwt.)	(1,000 cwt.)

1963 Acreage Guide and
Probable Production
(see 1963 guide below)

California	14,500		1/ 223	3,234
Florida	7,400		1/ 143	1,005
Total	21,900		194	4,239

Background Statistics - Total:

1962 Prel.	21,900	21,800	202	4,395
1961	24,000	23,500	211	4,967
1956-60 Average	33,300	31,940	152	4,858

California:

1962 Prel.	14,500	14,500	210	3,045
1961	13,800	13,800	265	3,657
1956-60 Average	17,040	17,040	165	2,809

Florida:

1962 Prel.	7,400	7,300	185	1,350
1961	10,200	9,700	135	1,310
1956-60 Average	16,260	14,900	135	2,049

1/ 1960-62 Average yield.

Comparisons and Comments: A small acreage of winter potatoes in Florida combined with a sharply lower yield per acre in California resulted in a total 1962 winter production 12 percent smaller than in 1961. The moderate winter supply plus prospects of a small spring crop production offset to an extent pressure on markets arising from burdensome holdings of storage potatoes. Prices received by growers for winter potatoes ranged from low in California to moderate in Florida.

In California, growers planted 5 percent more acreage than in 1962. Hot weather at planting time resulted in comparatively poor stands in some fields and average yield per acre was sharply below the 1961 record. Production, which consists mainly of the long white variety, was 17 percent less than in 1961. Harvest commenced in Riverside County in mid-November, and shortly thereafter in Kern County. Harvest of acreage, which was generally paced to market demand except in February when rains curtailed activity, continued into mid-April, when digging of the crop in the southern San Joaquin Valley

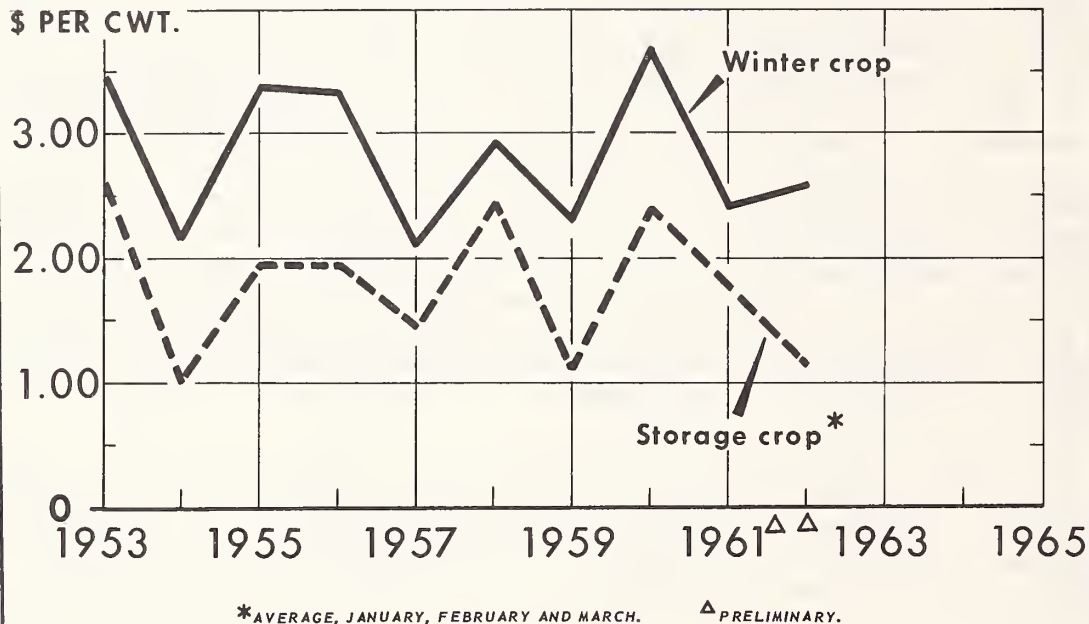
was completed. Most of the supply, as is usual, was sold in intrastate markets. During most of the shipping season, prices received by growers averaged \$2.00 per hundredweight. In April, with the shipping season nearing an end, prices advanced to \$2.70. Prices in 1962 averaged slightly below those in 1961.

In Florida, acreage was near record-low and was 27 percent less than in 1961. In spite of dry weather and periodic cold spells, average yield per acre was record high. Production, which consists mainly of red-skin varieties, was 3 percent above the moderate tonnage in 1961. Harvest started in the Everglades in mid-December. Shipments were comparatively light until the week ended February 24, when the weekly total reached 100 carlot equivalents. Marketings continued into the spring season. Unloads of Florida potatoes were reported in all large cities, including those on the West Coast, in the first quarter of 1962. But leading markets for Florida winter supplies were Atlanta, Chicago, Birmingham, and Pittsburgh, in that order. From start of harvest through March, prices received by Florida growers held near \$3.50 per hundredweight, but declined to \$2.85 in April when harvest of spring supplies began. Prices averaged moderately higher compared to those a year earlier.

The winter season potato crop accounts for only a small portion of the total supplies available during the December-April period and prices depend largely upon the level of storage holdings of the preceding fall crop. Expanding fall crop production in a few areas, with a resulting increase in storage supplies, has put considerable economic pressure on winter crop producers. California and Florida growers will again be faced with strong competition for market outlets in 1963. The acreage of fall crop potatoes in 1962 is indicated to be 5.5 percent below a year earlier. With normal growing conditions, production is likely to be smaller than in 1961. But large quantities of 1961 crop potatoes were diverted to secondary outlets. It is probable that supplies of storage potatoes in the winter of 1963 will exceed market needs.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with normal abandonment and 1960-62 average yields by states, will result in a winter production 4 percent less than in 1962.

FARMERS' PRICES FOR WINTER POTATOES SHARPLY HIGHER THAN PRICES FOR STORAGE SUPPLIES



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 301-62 (6) AGRICULTURAL MARKETING SERVICE

Winter potato production is relatively small, making up during the winter months less than 5 percent of the market supply. Storage potatoes dominate and provide more than 95 percent of the supply. As might be expected, prices received for winter potatoes are largely influenced by the level of supplies in storage. In spite of a 15 percent cut in winter production in 1962, prices received for winter crop potatoes improved only slightly compared with a year earlier. A near-record supply of storage potatoes was available to markets throughout the winter of 1961-62, and as a result, prices for both storage and new potatoes were under continuous pressure. In 1962, winter production totaled 4.2 million hundredweight. This supply, as is usual, was greatly outweighed by the January 1, 1962, storage holdings of almost 121 million hundredweight, a total that was 16 million hundredweight more than a year earlier.

In the past decade, price trends for winter potatoes have closely paralleled price trends for storage supplies. In the period 1953-62, growers' prices for winter potatoes averaged \$2.83 per hundredweight, or 58 percent higher than the average price for storage potatoes of \$1.79.

In the winter of 1962-63, prices received for winter potatoes will be influenced largely by the amount of potatoes held in storages. In addition, supplies of processed food potatoes, particularly frozen and dehydrated offerings, are expected to be ample and in combination with fresh potatoes from storages, will limit demand for new winter potatoes.

UNITED STATES DEPARTMENT OF AGRICULTURE
 AGRICULTURAL MARKETING SERVICE
 FRUIT AND VEGETABLE DIVISION
 WASHINGTON 25, D. C.

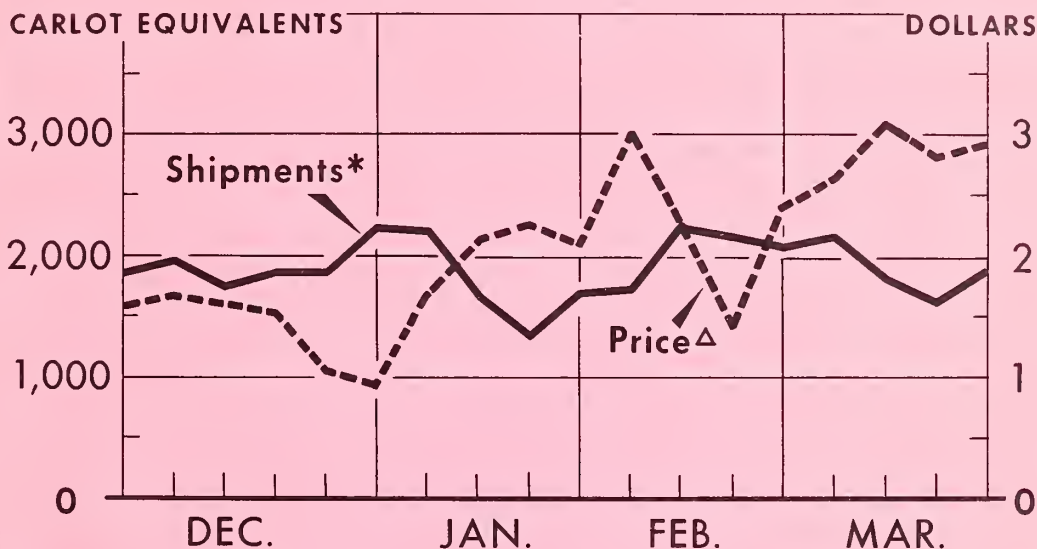
SEP 10 1962
 CURRENT SERIAL RECORD

August 10, 1962

E R R A T A: AMG-27, "1963 ACREAGE MARKETING GUIDES - Winter Vegetables, Winter Potatoes," Page 34. August 1962.

LETTUCE SHIPMENTS AND PRICES

1962 Winter Season



*TOTAL U. S., RAIL AND TRUCK.

Δ DOLLARS PER CARTON (24'S), F. O. B. CALIFORNIA SHIPPING POINTS

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 308-62 (8)

AGRICULTURAL MARKETING SERVICE

Shipping point prices for lettuce were moderate early in the 1961-62 winter season. But as larger potential supplies became available in late December, shipments increased and prices declined to low levels. The bleak price outlook was reversed in early January as weather damage struck both in Texas and in the western deserts. Good quality lettuce quickly commanded premium prices. Except for a brief break in February, lettuce prices held at high levels for the rest of the season.

